

FROM: Nick Osborne, AWAI

SUBJECT: You need confidence!

Hi, %FIRSTNAME%,

Did you know there are over 25 million small businesses in the United States?

This number absolutely dwarfs the number of large companies. And the majority of these small businesses are not up on social media... yet.

With so many potential clients, this is the perfect time and place for you to cut your teeth on social media marketing.

Just think of the number of local retail shops in your town - or even in your neighborhood. How many do you visit regularly? There's your favorite restaurant, the dry cleaner, and the corner coffee shop. The list is nearly endless.

On your next visit I want you to try something for me. Hold up your smart phone and ask the owner or manager why you can't "check in". That ought to start the conversation!

You can then explain how smart phones and the GPS enabled apps on them give smaller retail businesses an advantage over remote, large companies.

It's one of the few marketing media where the small guy has the upper hand.

A local business can engage and interact with their target prospects at a much more intimate level than a huge corporation. For example, with Foursquare, Gowalla, and similar social media sites, a business can target people walking down the sidewalk out front and draw them in with a special offer.

Once you have that conversation with the local business owner, simply offer to manage their social media for them. By working with a few local businesses, you'll quickly build your social media marketing skills, experience, and you'll build confidence.

And that's what you really want, right?

<http://www.awaionline.com/makemoneywithsocialmedia>

On my teleconference with Rebecca Matter last Tuesday, Rebecca said there were more social media jobs listed on the AWAI job boards than any other job type. Sure, many of these jobs are with larger companies and require someone with experience. But, that's where your work with the small, neighborhood businesses comes in.

Imagine the confidence and credibility you'll have when you can tell a prospective client or employer you've set-up and handled the social media marketing for 5 businesses.

And it doesn't take years and years to reach this level. In *How To Make Money As A Social Media Expert* I show you everything you need to know to successfully use social media as a marketing tool for these smaller, local businesses. Realistically you can be ready for your first client in just 30 to 90 days.

It's a natural progression. Start by working with a few small, local companies where you build your skills, experience, and confidence. Then when you're ready, you can approach bigger companies, better companies, and companies that pay more.

Of course, these same social media skills work just as well for larger companies. They'll even work for your own freelance business!

So, are you ready to build your confidence with the big opportunity in small business?

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Best wishes,

Nick

P.S. With new social media sites popping up nearly every day, I wanted *How To Make Money As A Social Media Expert* to be a "living" product. So I've committed to hold monthly webinars to go along with the program.

I'll host one webinar each month until the end of the year – maybe longer. These webinars will keep you up to date on the social media trends, tools, and best practices that are working right now. All past webinars have been recorded and are available to you when you join the program.

Don't forget, you can try the program for 6 months and if you feel it isn't for you, just let us know and you'll get an immediate refund.

But time is running out to claim your 20% discount – that's \$100 off the regular price. After tomorrow this discount goes away. Click here now...

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